

Property Profile  
**11400 S. 1700**



11400 S. 1700 , Sandy, UT 84092-5414

Market Specific Criteria	1 Mile Radius	3 Mile Radius	Utah
Predominant Consumer Lifestyles	70.8% Winner's Circle 29.2% Kids & Cul-de-Sacs	29.8% Kids & Cul-de-Sacs 22.3% Winner's Circle 12.0% Boomers & Babies 8.0% Blue-Chip Blues 7.5% Upstarts & Seniors 7.0% American Dreams	5.5% Boomers & Babies 5.1% Big City Blend 4.7% Kids & Cul-de-Sacs 4.4% Town & Gowns 4.4% Single City Blues 4.2% Starter Families
2002 Population	10,740	69,267	2,296,798
2002 HHs	2,851	19,398	722,318
5 Year Market Growth	3.3%	3.8%	6.5%
Business Population	1,240	20,587	1,148,991
Average HH Size	3.8	3.6	3.2
Median Age	29.8 years	28.3 years	27.2 years
Population Age Under 5	6.6%	8.7%	9.3%
Population Age 5 - 14	22.6%	21.0%	17.2%
Population Age 15 - 17	8.1%	6.9%	5.6%
Population Age 18 - 24	9.7%	10.5%	14.5%
Population Age 25 - 34	7.2%	11.3%	14.2%
Population Age 35 - 44	16.8%	16.2%	13.0%
Population Age 45 - 54	17.3%	14.2%	11.0%
Population Age 55 - 64	8.1%	6.6%	6.8%
Population Age 65+	3.6%	4.6%	8.4%
White / Blue Collar Ratio	76.4% / 23.6%	67.8% / 32.2%	58.7% / 41.3%
Education Level	36.5% 4+ yrs college 33.2% <4 yrs college	27.5% 4+ yrs college 30.0% <4 yrs college	21.7% 4+ yrs college 28.0% <4 yrs college
Average HH Income	\$157,677	\$105,421	\$65,291
Median HH Income	\$128,374	\$87,143	\$51,893
Per Capita Income	\$41,856	\$29,523	\$20,533
Income \$35,000-\$49,999	2.5%	9.3%	16.5%
HH Income \$50,000+	92.5%	79.2%	52.1%
HH Income \$75,000+	83.7%	56.5%	28.6%
HH Income \$100,000+	66.8%	35.9%	15.0%
Homeowners %	95.6%	88.1%	71.6%
Ethnicity	96.4% White 0.4% Black 1.2% Asian Pac. Isl. 2.3% Hispanic	94.1% White 0.5% Black 2.1% Asian Pac. Isl. 4.0% Hispanic	88.8% White 0.8% Black 2.4% Asian Pac. Isl. 9.6% Hispanic



## Consumer Lifestyle Profile


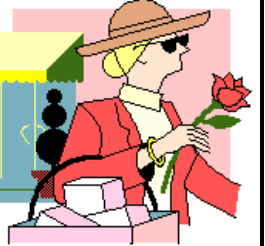




(1 Mile Radius)

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<b>Cluster Name</b>		
		
	<b>Winner's Circle</b>	
	<b>Kids &amp; Cul-de-Sacs</b>	
<b>Socio-economic Rank</b>	<b>Wealthy</b>	
<b>% of Total Households</b>	<b>Affluent</b>	
<b>Predominant Characteristics</b>	<b>70.8%</b>	
	<b>29.2%</b>	
	Executive suburban families	Upscale suburban families
	Prolific spenders; New Money	Ranked first in married couples with children
<b>Ethnic Diversity</b>	Well-educated, mobile	Large 4+ person families
	Teen-age children	Family governs its lives and activities
	Dominant White, High Asian	Dominant White, High Asian
	Married Couples w/Children	Married Couples w/Children
<b>Family Type</b>	Owners Single Unit	Owners Single Unit
<b>Key Housing Type</b>	25 to 54	Under 18, 35 to 54
<b>Predominant Age Ranges</b>	College Graduates	College Graduates
<b>Education</b>	Professional	White Collar / Professional
<b>Employment</b>	Wealthy / \$80,000	Affluent / \$61,600
<b>Median Income</b>	Newsweek, Food & Wine, Metropolitan Home, Travel & Leisure, Forbes, PC World, Inc.	Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing
<b>Publications</b>		

Data Source: Claritas, Inc.; Market Insite Group, Inc.  
Dated: Oct 10, 2003

**Consumer Lifestyle Profile**  
(3 Mile Radius)  
11400 S. 1700 , Sandy, UT 84092-5414

<b>Cluster Name</b> <b>Socio-Economic Rank</b> <b>% of Total Households</b>						
	<b>Kids &amp; Cul-de-Sacs</b>  Affluent  29.8%	<b>Winner's Circle</b>  Wealthy  22.3%	<b>Boomers &amp; Babies</b>  Upper Middle  12.0%	<b>Blue-Chip Blues</b>  Middle  8.0%	<b>Upstarts &amp; Seniors</b>  Middle  7.5%	<b>American Dreams</b>  Upper Middle  7.0%
<b>Predominant Characteristics</b>	Upscale suburban families	Executive suburban families	Young white-collar suburban families	Upscale blue-collar families	Middle income empty nesters	Established urban immigrant families
	Ranked first in married couples with children	Prolific spenders; New Money	Ranks second out of all clusters for married couples with children	Dual income, high school educated	Employable, single and childless	Descendants of multi-ancestries
	Large 4+ person families	Well-educated, mobile	Ranks first in total households with children	Large suburban families	Share average educations and incomes	Live in multi-racial, multi-lingual neighborhoods
	Family governs its lives and activities	Teen-age children	Live mostly in the Western United States	Concentrated in the Great Lakes area	Prefer living in condos and apartments	Tend to have big families
<b>Ethnic Diversity</b>	<i>Dominant White, High Asian</i>	<i>Dominant White, High Asian</i>	<i>Predominantly White, High Asian, High Hispanic</i>	<i>Predominantly White</i>	<i>Predominantly White</i>	<i>Mixed</i>
<b>Family Type</b>	<i>Married Couples w/Children</i>	<i>Married Couples w/Children</i>	<i>Married Couples with Children</i>	<i>Married Couples with and without Children</i>	<i>Married Couples, Singles</i>	<i>Married Couples w/Children</i>
<b>Key Housing Type</b>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Renters Multi-Unit 2-9 and 10+</i>	<i>Owners Single Unit</i>
<b>Predominant Age Ranges</b>	<i>Under 18, 35 to 54</i>	<i>25 to 54</i>	<i>Under 18, 25 to 44</i>	<i>35 to 64</i>	<i>25 to 54, 65+</i>	<i>Mixed</i>
<b>Education</b>	<i>College Graduates</i>	<i>College Graduates</i>	<i>Some College</i>	<i>High School, Some College</i>	<i>High School, Some College</i>	<i>Some College</i>
<b>Employment</b>	<i>White Collar / Professional</i>	<i>Professional</i>	<i>White-Collar</i>	<i>Blue-Collar / White-Collar</i>	<i>White-Collar</i>	<i>White-Collar</i>
<b>Median Income</b>	<i>Affluent / \$61,600</i>	<i>Wealthy / \$80,000</i>	<i>Upper Middle / \$51,200</i>	<i>Middle / \$47,500</i>	<i>Middle / \$35,600</i>	<i>Upper Middle / \$51,700</i>
<b>Publications</b>	<i>Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing</i>	<i>Newsweek, Food &amp; Wine, Metropolitan Home, Travel &amp; Leisure, Forbes, PC World, Inc.</i>	<i>USA Today, Sporting News, Consumer's Digest, Working Mother, Inc., Business Week, Allure, Metropolitan Home</i>	<i>Elle, Car Craft, Chicago Tribune, Runner's World, Popular Science, Muscle &amp; Fitness, Bride's, Inside Sports</i>	<i>Allure, Self, Town &amp; Country, Flower and Garden, Harper's Bazaar, Runner's World, Vanity Fair, Shape</i>	<i>Home, Motor Trend, Tennis, Working Mother, Business Week, People, Time, Vogue, Life</i>